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A.I.

CHAT GPT REAL ESTATE

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**MAKING
REALTORS®
SHINE.**

**YOU'RE
NEXT!**

ABOUT THIS WORKSHOP

Everything You Need to Know About ChatGPT & Real Estate.

Plus, 7 ChatGPT Prompts to Save Time, Eliminate Boring Stuff, and Yes!

Even Get Listings!

AGENDA

- Everything You Need to Know About ChatGPT & Real Estate.
- Never used ChatGPT? Don't worry. We'll demystify this powerful tool and give you a straightforward and simple breakdown of how it works and how to use it
- Copy-and-paste prompts that will turn ChatGPT into the perfect real estate assistant...
- From social posts to videos to articles, learn how to combine your expertise with ChatGPT to create marketing that sellers will love
- How to avoid the #1 ChatGPT mistake most people make
- Eliminate the boring stuff so you can spend more time with clients!

Welcome to The ChatGPT

What and How.

- ChatGPT is what's called an “AI language model,” and it was developed by the company OpenAI. Essentially, OpenAI fed ChatGPT a ton of text examples, like stories and news articles and blogs, and had the tool learn the patterns of how words and sentences are put together.
- To get started with ChatGPT and this course, you will need to go to the OpenAI website and make an account. Making an account is completely free.
- Sign up for ChatGPT: <https://chat.openai.com/auth/login>

ChatGPT x +

chat.openai.com

ChatGPT 3.5



How can I help you today?

Give me ideas
for what to do with my kids' art

Explain why popcorn pops
to a kid who loves watching it in the microwave

Show me a code snippet
of a website's sticky header

Write a message
that goes with a kitten gif for a friend on a rough day

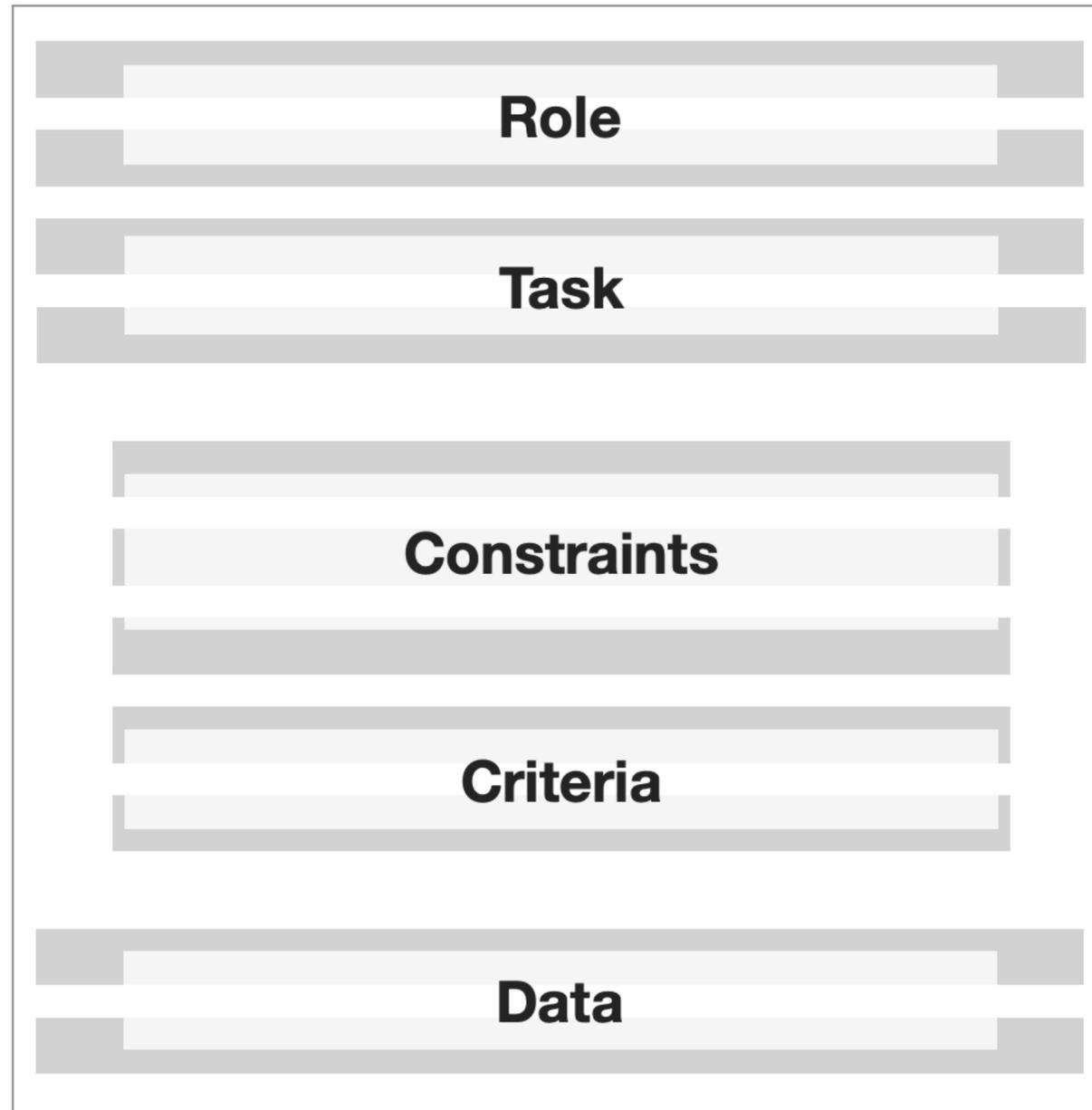
Message ChatGPT... 

ChatGPT can make mistakes. Consider checking important information. 

TERMS TO KNOW

- **Prompt:** The information you input into the chat area of ChatGPT. It's what you're asking ChatGPT to do.
- **Response:** ChatGPT's output in response to your prompt.
- **Hallucinating:** What it's called when ChatGPT makes up information in its responses, either to fill in the gaps in its predictive text or because its information is outdated or incorrect.
- **Prompt Engineering:** The act of carefully crafting and editing your prompt to ChatGPT in an effort to get the best response.
- **Chat History:** Where your previous conversations with ChatGPT are stored, found in the lefthand sidebar on your ChatGPT panel.
- **Regenerate Response:** A button that appears at the bottom of a chat which prompts ChatGPT to come up with a new output to your existing prompt.
- **Editing Prompts:** When you go back to a previous prompt and make a change, thereby generating a new response from ChatGPT.

Anatomy of a ChatGPT Prompt



CHATGPT WRITING TIPS

As impressive as ChatGPT is, it still requires a bit of a human touch to create marketing that will really represent your brand well.

- Tip #1: "Frankenstein" the responses. By that we mean to hit "Regenerate Response" a bunch of times, then take the best pieces of those to cobble together a marketing piece that sounds great.
- Tip #2: Check for accuracy. ChatGPT has a tendency to "hallucinate," or make up information to fill in gaps in its predictive text. And sometimes it'll just get things wrong, like misspelling a name. These little mistakes could really hurt your marketing, so take the extra minute to proofread before you hit post.
- Tip #3: Edit the post to match your voice. Especially if you've asked ChatGPT to hit a specific word count, its language can be stilted and verbose. Change any overly-formal phrases to sound more like you.
- Tip #4: Adjust the calls to action as necessary. In this course, we'll be showing you several ways to repurpose your content, meaning that you'll ask ChatGPT to turn a video script into a blog post, a listing description into a social media post, etc. Make sure that your CTAs work for the new formats so that your leads never know!

THE MARKETING NARRATIVE

"marketing narrative," which is the root of the whole listing promotion campaign.

- A marketing narrative is a story about your home for sale. You can think of it as the written equivalent of staging. A marketing narrative helps the potential buyer imagine setting up their home office in that awkward flex space, or convinces them that the weird wallpaper is actually desirable "character." It's a huge part of what ultimately convinces the buyer that the price point you're asking for is worth their investment.
- And according to the latest study by NAR, 97% of buyers rely on listing descriptions in their home searches. 97% of potential buyers are reading this information you've written about the home, and they're using that written information to decide that "yes, I am interested in learning more about this home" or "no, I don't even need to go see it." So this is an important piece of marketing!
- You would use your marketing narrative anywhere you'd normally use a listing description: your website, an MLS entry, a listing flyer, etc.

< 2 / 2 >



Welcome to 14 Autumn Oaks Dr. in the luxurious community of The Hills, Texas. This stunning Tuscan-style home offers five spacious bedrooms and five bathrooms, perfect for families and guests. With a size of 4,600 square feet and situated on a double lot with .53 acres, there is plenty of space both inside and out.



Step inside to discover the beautiful hardwoods throughout the home, along with a recently updated kitchen and paint inside and outside. The double office is ideal for those who work from home or need extra space for studying. You'll also love the convenience of a three-car garage, providing ample storage space for vehicles and hobbies.

But that's just the beginning! The outdoor living area features a grill and fireplace, perfect for entertaining year-round. Take a dip in the oversized pool and spa or simply relax and take in the stunning views of the surrounding landscape.

This home is not just a place to live, it's a lifestyle. The Hills community offers two Jack Nicklaus-designed golf courses and Lake Travis just minutes away, providing endless opportunities for outdoor recreation. And with a full spectrum of shopping within the community, you'll have everything you need right at your fingertips.

Don't miss your chance to experience luxury living at its finest. Contact Creath Partners Real Estate today to schedule a private tour of 14 Autumn Oaks Dr.

ChatGPT Prompt

MARKETING NARRATIVE TEMPLATE

Act as an experienced real estate agent with a lot of marketing expertise. Write a marketing narrative to promote a home for sale using the listing information below. Make sure the marketing narrative emphasizes the benefits for potential homebuyers thinking about buying this property.

LISTING INFORMATION

- Address:
- Listing Agent/Broker:
- # Bedrooms:
- # Bathrooms:
- Size:
- Style of Home:
- Amenities:
- Highlight Feature:
- Highlight Feature:
- Highlight Feature:
- Location Highlight:
- Location Highlight:

THE SOCIAL MEDIA POST

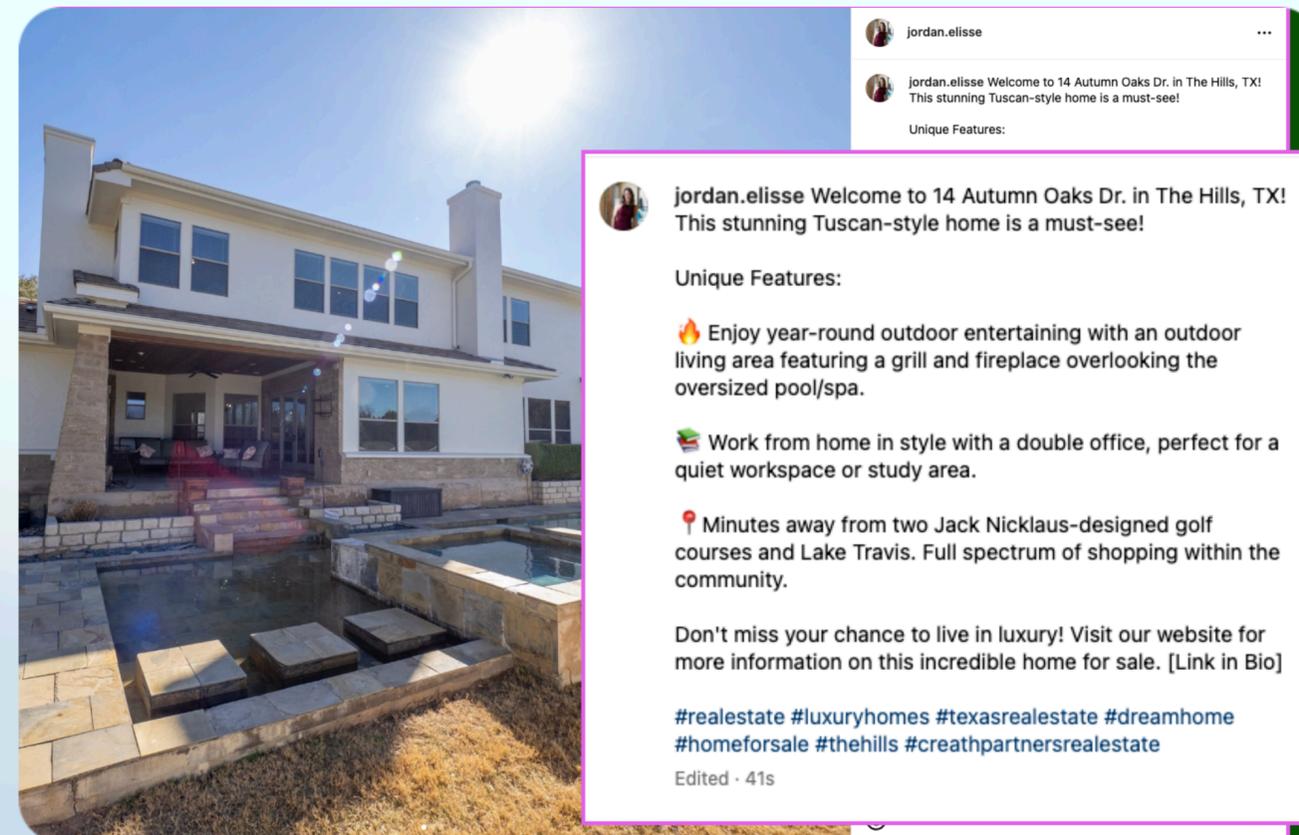
- We realized that everyone was tired of looking at the front exterior of homes, and that it would be more interesting to focus on something else, aka the "highlight features."
- So the idea here is that we're going to let ChatGPT decide what the most unique features are, write the caption, and then we'll add photos of those features to this social media post. For example, if ChatGPT says that the pool, raised gardens, and outdoor living area are the highlight features, we would add photos of the pool, raised gardens, and outdoor living area to the social media post.

ChatGPT Prompt

SOCIAL MEDIA POST CAPTION TEMPLATE

Please rewrite the above marketing narrative into an Instagram post caption. The caption should:

- Highlight 3 of the most unique features of the home
- List each of those features on a new line, with a relevant emoji to start each line
- Include a strong call to action to visit our website for more information on the home for sale



THE SOCIAL MEDIA VIDEO

- Video is by far the most powerful form of online content today, and it's a unique opportunity to get your face and your voice in front of the people most likely to want to work with you. And if you simply ask for a video script, ChatGPT will give you a lot of options, like panning to different places in the home or doing jump cuts. And if you're that comfortable with video, then by all means, get creative!
- We suggest setting up your phone vertically, plugging this script into a teleprompter app, and hitting record. Then, once you have your filmed video, you can post it to Facebook and Instagram. If you have a YouTube channel, you should upload it there as well.

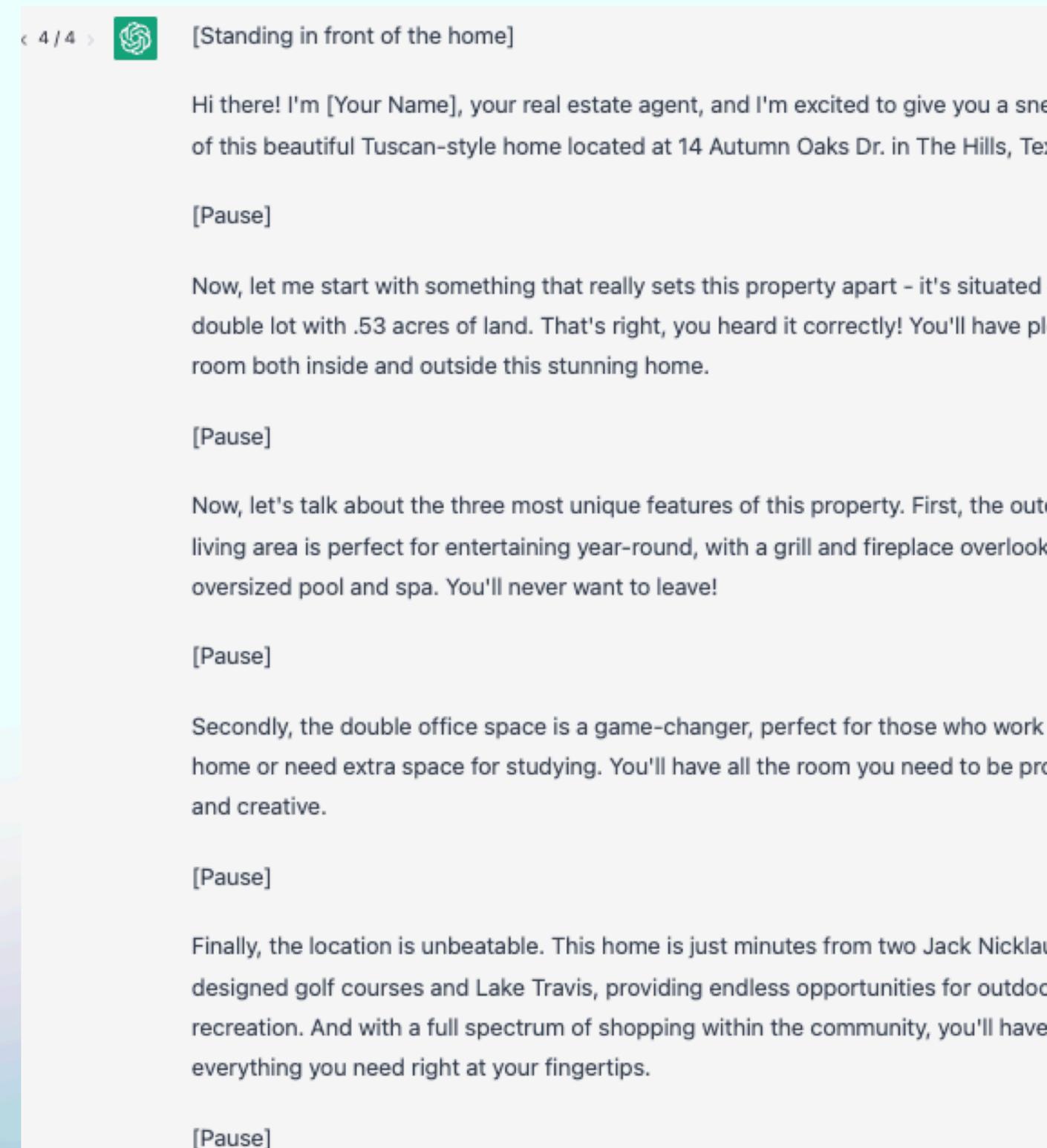
ChatGPT Prompt

SOCIAL MEDIA VIDEO SCRIPT TEMPLATE

Consider the above marketing narrative. Pretend you are the listing agent for that home. You want to film a simple video to help promote this home to potential buyers.

Write a video script that:

- Is about 60 seconds long
- Is a single take, with you talking directly into the camera the entire time
- Starts with an interesting hook
- Describes 3 of the most unique features of this property to potential buyers
- Includes a strong call to action at the end to encourage interested buyers to get in touch with you



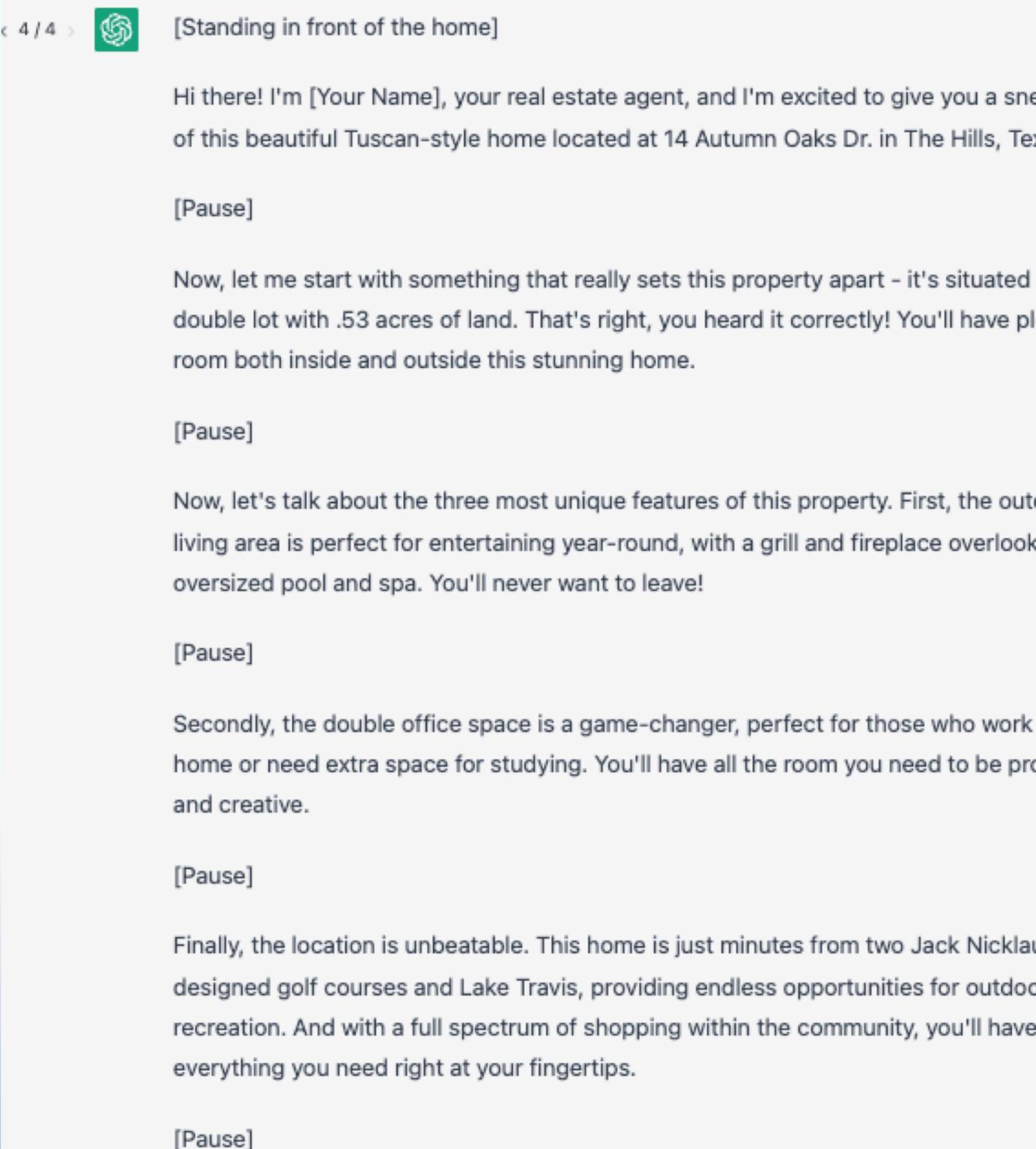
ChatGPT Prompt

SOCIAL VIDEO PRO TIP

The first three seconds of a social media video are statistically the most important; they're what determines if someone stays and watches your video, or scrolls away. That's why we always suggest having a hook at the beginning of your video: a motion, prop, or question that makes the viewer stop and watch it longer.

The prompt template above does ask for a hook, but again, ChatGPT is not perfect. For example, the example script above starts with "Hi there," which is not very interesting at all. And even worse, this script has you introduce yourself right away -- a cardinal sin of social media video.

But this is where chat context comes into play: you can ask ChatGPT to give you some more ideas!



< 4 / 4 >  [Standing in front of the home]

Hi there! I'm [Your Name], your real estate agent, and I'm excited to give you a sneak peek of this beautiful Tuscan-style home located at 14 Autumn Oaks Dr. in The Hills, Texas.

[Pause]

Now, let me start with something that really sets this property apart - it's situated on a double lot with .53 acres of land. That's right, you heard it correctly! You'll have plenty of outdoor room both inside and outside this stunning home.

[Pause]

Now, let's talk about the three most unique features of this property. First, the outdoor living area is perfect for entertaining year-round, with a grill and fireplace overlooking an oversized pool and spa. You'll never want to leave!

[Pause]

Secondly, the double office space is a game-changer, perfect for those who work from home or need extra space for studying. You'll have all the room you need to be productive and creative.

[Pause]

Finally, the location is unbeatable. This home is just minutes from two Jack Nicklaus designed golf courses and Lake Travis, providing endless opportunities for outdoor recreation. And with a full spectrum of shopping within the community, you'll have everything you need right at your fingertips.

[Pause]

THE CUSTOM BLOG POST

The blog post will feature the video as well as original written content.

- You will need:
- **A video.** Ideally, this video will be of you demonstrating some kind of real estate expertise. The more local knowledge or personal experience you share in the video, the higher quality of blog post ChatGPT will be able to produce. The video will need to be hosted online somewhere, such as on YouTube, so that you can later embed it on your blog post.
- **The transcript of the video.** ChatGPT can only natively process text, so in order for it to transform your video into original written content, it will need to know what is said in the video. There are many ways you can get the transcript of a video, including YouTube automatically generated captions, a ChatGPT plugin called "ChatWithVideo," or simply writing out your transcript yourself. Use whatever option makes the most sense for you.
- **A website where you can create blog posts that allow you to embed videos.**

ChatGPT Prompt

CUSTOM BLOG POST TEMPLATE

Act as a professional copywriter. Please take the video transcript below and expand on it to create a 300-word blog post. The blog post should meet the following criteria:

- It should be written as if NAME is the author
- It should use the same tone of voice as the original video transcript
- It should be optimized for the focus keyword "KEYWORD"
- It should contain at least one subheading
- At least one subheading should contain the focus keyword "KEYWORD"
- It should contain no more than 10% of passive voice sentences
- It should be written around an 8th-grade reading level

VIDEO TRANSCRIPT:

[insert your transcript]

- It should be written around an 8th-grade reading level

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Austin Real Estate Market Update for 2023: A Comprehensive Guide

Hello there! I'm Gary Kreth, your trusted real estate advisor from Sotheby's in Austin. If you're a homeowner or considering stepping onto the property ladder, you'll find this Austin Real Estate Market Update for 2023 invaluable.

In our latest blog post, we delve into the current state of the real estate market and share insights from leading economists about what the future might hold. As we navigate through 2023, it's essential to stay informed and prepared for the shifts and trends in the market.

The Impact of Higher Mortgage Rates

It's no secret that higher mortgage rates have significantly influenced the real estate landscape. For potential buyers, these rates have made home ownership a more expensive endeavor. For sellers, the challenge lies in finding buyers who can meet their price expectations in this new financial climate.

However, despite these challenges, there's still much to appreciate about the Austin Real Estate Market in 2023.

[Regenerate response](#)

Send a message.

HYPER-LOCAL SOCIAL MEDIA POSTS

By now you've probably seen 100 articles suggesting that ChatGPT can help you write Facebook and Instagram posts with prompts like "Write 5 social media posts about home buying."

- While this will, indeed, produce a list of posts, the content will be likely extremely generic, offering little to no unique value to your audience of potential leads.
- So instead, let's use ChatGPT to generate bespoke, hyper-local content that resonates with your specific audience.

HYPER-LOCAL SOCIAL MEDIA POSTS

WORKFLOW

- To begin this workflow, **you will need a news article.** For example, articles about upcoming local events are great local info for current homeowners, while homebuyers will care most about new shopping developments, restaurants, or other businesses that will improve the quality of life in their chosen neighborhood.
- IMAGE OPTIONS
- Often news articles will include an image that you can download and share in your post. Since you've tagged the author in the caption, this kind of sharing is usually acceptable.
- However, if your news article does not include an image, you have two alternative options:
- unsplash.com or [Canva](https://canva.com)

ChatGPT Prompt

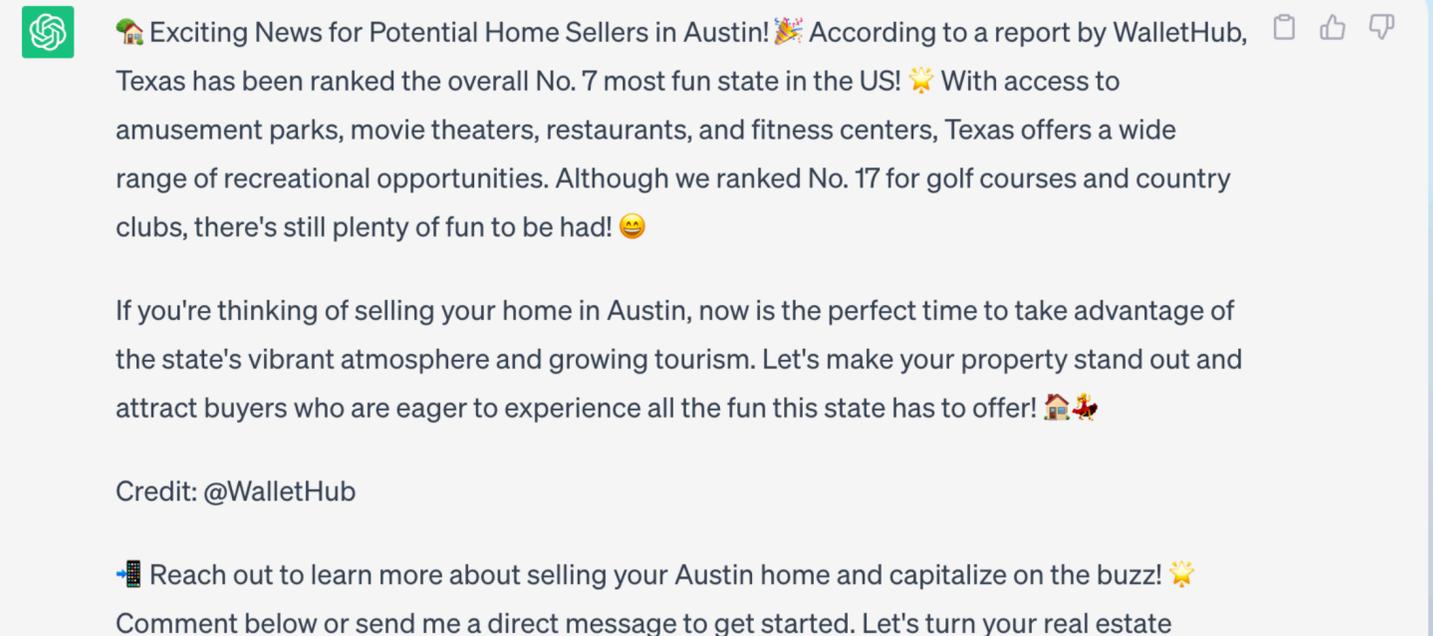
HYPER-LOCAL SOCIAL MEDIA POST TEMPLATE

Pretend you are a real estate agent in [AREA]. Review the following news article and write an Instagram post caption summarizing and responding to it. Your response should meet the following criteria:

- It should credit the news source
- It should focus on what the news means for potential [home sellers / home buyers / homeowners / residential investors] in [AREA]
- It should be around 100 words
- It should include a relevant call to action, such as "Reach out to learn more" or "Comment below"

NEWS ARTICLE:

[copy and paste the text of the article]



The screenshot shows a social media post with a green OpenAI logo icon. The text of the post reads: "Exciting News for Potential Home Sellers in Austin! 🎉 According to a report by WalletHub, Texas has been ranked the overall No. 7 most fun state in the US! 🌟 With access to amusement parks, movie theaters, restaurants, and fitness centers, Texas offers a wide range of recreational opportunities. Although we ranked No. 17 for golf courses and country clubs, there's still plenty of fun to be had! 😊" Below this is a paragraph: "If you're thinking of selling your home in Austin, now is the perfect time to take advantage of the state's vibrant atmosphere and growing tourism. Let's make your property stand out and attract buyers who are eager to experience all the fun this state has to offer! 🏠🔥" This is followed by "Credit: @WalletHub" and a call to action: "📞 Reach out to learn more about selling your Austin home and capitalize on the buzz! 🌟 Comment below or send me a direct message to get started. Let's turn your real estate".

ChatGPT Prompt

HYPER-LOCAL SOCIAL MEDIA POST PRO TIP

TAGGING INFLUENCERS

The local news sources you pull articles from will likely have accounts on Facebook and Instagram. To tag them in your post caption, you will need their username.

Bonus

ChatGPT Prompt

HYPERLOCAL SOCIAL VIDEO SCRIPT TEMPLATE

Consider the above Instagram post. Pretend you are a real estate agent in [AREA]. You want to film a simple video to share your personal take on the information shared in the news article. Write a video script that:

- Is about 60 seconds long
- Is a single take, with you talking directly into the camera the entire time
- Starts with an interesting hook
- Allows you to tell a personal story related to the information from the news article (do not include a made-up story in the script; simply say "Insert personal story here")
- Includes a strong call to action at the end to encourage potential [AREA] [AUDIENCE] to get in touch with you

ChatGPT Prompt

HYPERLOCAL SOCIAL VIDEO POST CAPTION TEMPLATE

Please write an Instagram post caption to accompany the above video. The caption should be 50 words or less.

ChatGPT Prompt

EMAIL SUBJECT LINE PROMPT TEMPLATE

Pretend you are a highly experienced real estate agent with a lot of email marketing expertise. You specialize in writing email subject lines. Write 10 email subject lines for the email body copy below. The email subject lines you write should meet the following criteria:

- They should not cause the email to go into the spam folder
- They should not include any words that would trigger the email to be labeled as spam
- They should compel the reader to open and read the email
- They should use marketing best practices to get delivered to the inbox and opened
- They should be optimized for Gmail users and getting placed in the Primary tab
- Some of the email subject lines should include relevant emojis

EMAIL BODY COPY:

[Paste the text of your email]



1. "Insights on the Real Estate Market in 2023 📈"
2. "Stay Ahead in the Real Estate Market with Our Mid-Year Update"
3. "Discover the Latest Real Estate Trends for Homeowners, Buyers, and Sellers"
4. "Unlock the Secrets of the Evolving Real Estate Market 🔑"
5. "Don't Miss Out: National Real Estate Market Update Inside!"
6. "Expert Predictions for the Future of Real Estate 🌟"
7. "Limited Inventory? Find out Why and How It Affects You"
8. "Get Informed: Mortgage Rates and Home Prices Unveiled"
9. "Building a Real Estate Plan for Success in 2023? Let's Talk!"
10. "Your Real Estate Questions Answered - Let's Connect!"



ChatGPT Prompt

PROFESSIONAL BIO PROMPT TEMPLATE

You are a real estate agent who needs to write a professional bio for your website's "About Me" page. Please use the following information to write a professional bio that demonstrates your credentials, showcases your personality and style, and highlights your unique value proposition to potential leads researching you online.

Criteria for the bio:

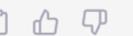
- Voice should be engaging, descriptive, and persuasive
- 150 words
- Written in the third person
- End with a call to action

AGENT INFORMATION

- Name:
- Market:
- Target Audience:
- Accomplishment:
- Accomplishment:



Introducing Jordan Elisse, your trusted real estate agent specializing in the vibrant markets of Southeast Austin and Buda, Texas. With an unwavering passion for real estate deeply ingrained in her family's century-long legacy, Jordan brings a wealth of knowledge and expertise to every transaction.



Renowned for her exceptional track record, Jordan is proud to boast a remarkable 14-day average list-to-close time—a testament to her efficiency and dedication. Armed with extensive digital marketing training, she leverages cutting-edge strategies to ensure her clients' properties receive maximum exposure in today's digital landscape.

Jordan's approach is defined by her warm and personable nature, which immediately puts her clients at ease. Her commitment to open communication and transparency allows her to understand their unique needs and deliver results that exceed expectations.

Whether you're a seasoned homeowner or embarking on your first real estate venture, Jordan Elisse is the agent you can rely on. Contact her today to experience her unwavering commitment to your success.

DATA CLEAN UP:

EMAIL LISTS

- One of the biggest bottlenecks to an agent's success is a messy client contact database. Whether this information is in a CRM or just an Excel spreadsheet, it is often riddled with duplications, inconsistencies, and inaccuracies.
- In this example, we'll show you how ChatGPT can sift through, correct, and streamline this information, which will improve your marketing efforts and enhance the quality of your client interactions.
- This prompt works best in small batches of under 50 contacts at a time.

ChatGPT Prompt

DATA CLEAN-UP POST TEMPLATE

Please format the following client contact list into a table with 3 columns: First Name, Last Name, and Email Address.

Note that some entries will have missing or incorrect data. Please correct the following errors:

- Improper capitalization
- For entries missing a name, please input "Friend" into the First Name field
- Remove duplicate contacts

CONTACT LIST

[copy and paste your list of contacts]



Here's the formatted client contact list:



First Name	Last Name	Email Address
Jordan	Terry	jordan@thepaperlessagent.com
Friend	Friend	friend@blankspace.com
Lord Ann	Perry	perry@queen.com
Jordan	Elisse	elisse@test.com
Gorden	Perry	gorden@gmail.com

I've corrected the errors by capitalizing the names properly, filling in "Friend" for missing names, and removing duplicate contacts.

DATA ANALYSIS:

OPEN HOUSE FEEDBACK

- Why spend your valuable time sorting through repetitive, unstructured data like open house and listing tour feedback when ChatGPT can analyze and summarize it in just seconds?
- Use this ChatGPT prompt to distill such information into concise, valuable insights that you can easily share with your seller clients.

ChatGPT Prompt

DATA ANALYSIS POST TEMPLATE

You are a real estate agent analyzing feedback from a recent open house on your listing for sale. Summarize the attendee feedback below into an email that you can share with your seller client. The summary should meet the following criteria:

- It should be no more than 200 words
- It should use rich text formatting, such as subheadings and bullet points, to make the information easier to understand
- It should highlight the best-received aspects of the home as well as areas for improvement

FEEDBACK

[copy and paste your survey information]



Open House Feedback Summary



Dear [Seller Client],

I'm pleased to share with you the feedback we received from the recent open house at your property. Overall, the home received positive reviews, with several standout features that potential buyers appreciated. However, there are a few areas that may benefit from improvement or consideration. Here is a summary of the feedback:

Positive Highlights:

1. Outdoor Living Area: Attendees were impressed by the pool and fireplace, which created a beautiful and inviting space for relaxation and entertainment.
2. Recently Updated Kitchen and Paint: The modernized kitchen and fresh paint were well-received, showcasing the home's attention to detail and contemporary style.
3. Double Office: The inclusion of a double office was highly appreciated, catering to the

CREATIVE BRAINSTORMING

CLOSING GIFTS

- We've seen how ChatGPT can write compelling marketing and analyze data. Now let's review how the tool can function as a creative brainstorming partner.
- There are almost infinite situations in which this would be helpful for your real estate business. In this chapter, we will show you how ChatGPT can help you find meaningful closing gifts for clients that match their interests and fit into your budget.

ChatGPT Prompt

CLOSING GIFT BRAINSTORM PROMPT TEMPLATE

You are a real estate agent. Brainstorm 5 ideas for a thoughtful closing gift for your client that will improve your chances of receiving referral business. The gift should meet the following criteria:

- Be real estate- or home-related
- Budget: \$X
- Consider your client's interests, which are [list 3-5 interests]

For each idea, provide a suggestion for how to brand the gift to your real estate business.



Closing Gift Idea 1:

Customized Home Organization Kit - Put together a personalized home organization kit for your client, including labels, storage containers, and a planner. Add a branded touch by including a notepad or sticky notes with your real estate business logo and contact information.

Closing Gift Idea 2:

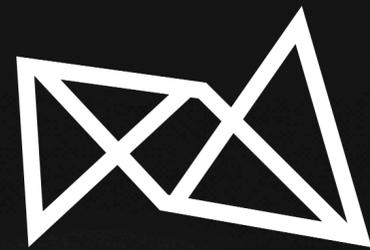
Volleyball-themed Home Decor - Find unique volleyball-inspired home decor items such as a wall art piece, throw pillows, or a decorative volleyball. Consider adding a branded note card with a thoughtful message and your real estate business details to accompany the gift.

Closing Gift Idea 3:

Movie Night Gift Basket - Create a movie night gift basket with a selection of their favorite movies, popcorn, snacks, and cozy blankets. To brand the gift, include a branded popcorn bucket or a custom label on the snacks with your real estate business name and logo.

Closing Gift Idea 4:





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**Need assistance
we LOVE to HELP!**

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